



FE DESIGN & CONSULTING

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To: The Department of Alcoholic Beverage Control
Attn: Stacy Williams
888 S. Figueroa St., Suite 320
Los Angeles, CA 90017

From: Henry Truong, Consultant
327 E. 2nd St. Ste. 222
Los Angeles, CA 90012

Re: Public Convenience and Necessity Letter
"Lodge Room HLP, LLC"
104 N Avenue 56, #2
Los Angeles, CA 90042

The subject establishment *Lodge Room HLP*, will be located on the second floor of the historic Highland Park Masonic Temple. *Lodge Room HLP* is requesting a Type 47 license for a full line to coincide with their food service. To serve the public convenience and necessity, the applicants are requesting to have alcohol service as an additional amenity.

The applicants wish to provide a full line in conjunction with food service at a restaurant, bar and performance space. The historic Highland Park Masonic Temple operated as a Masonic Lodge for 60 years from 1923 until 1983. Following extensive renovations to retrofit the building, a new operator opened in 1990 as a mixed use building with a banquet hall operating out of the space that the applicants are applying for the Type 47 to serve. The banquet hall was used for occasional parties and private events, however it often sat vacant when unbooked. The operators will come in and operate a full service restaurant and bar with regular hours and activate the space so that it does not sit vacant. The performance venue will provide live music, theater and other live entertainment to the community.

Although the 1838.10 census tract is currently over-concentrated, ABC typically will take into account when an application is located in a high traffic area that serves a population greater than just the nearby residents. The subject location is off of Figueroa Blvd. in the Highland Park neighborhood. This stretch of Figueroa has experienced a resurgence in recent years with the opening of several establishments that are activating previously vacant spaces and bringing a new life into the neighborhood for residents and visitors alike. In cases like this, ABC will allow licenses to be issued, as the issuance would serve the public convenience and necessity.

With the above taken into consideration, granting an alcoholic beverage license for this restaurant will serve public convenience and necessity while not harming the public health and welfare.

Sincerely,

A handwritten signature in black ink, appearing to read 'Henry Truong', written over the word 'Sincerely,'.

Henry Truong

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